AAMA ANNUAL CONFERENCE

2020
Vision in Florida
LAKE BUENA VISTA

REGISTER ONLINE!
See the Registration Info page for details.

AAMA 64th Annual Conference
September 11–14, 2020 • Lake Buena Vista, FL
Registration Open
Thursday, September 10, 7–9 PM

FRIDAY, SEPTEMBER 11

Registration Open: 7 AM–5:30 PM
Continental Breakfast: 7 AM
First-Timers and Students Reception: 7:30–8:30 AM

HITECH Compliance: HIPAA and MIPS
8–10 AM Correct documentation can help medical practices avoid or reduce fines. Similarly, medical practices must also ensure they are in compliance with the Health Information Technology for Economic and Clinical Health (HITECH) Act and the Health Insurance Portability and Accountability Act (HIPAA). Gain an understanding of HIPAA documentation requirements and the Merit-Based Incentive Payment System (MIPS). Learn how to avoid patient privacy issues that may result in complaints to the U.S. Department of Health and Human Services, and review cybersecurity best practices to avoid record breaches. (2 GA)

Stem Cell Therapy
8–10 AM The goal of stem cell therapy, also known as regenerative medicine, is to use stem cells to heal existing cells and thus provide innovative treatments for certain medical conditions and diseases. Review the current clinical applications of stem cell therapy. Examine how stem cell therapy may be used to relieve orthopedic pain. (2 C)

Engaging and Motivating Online Students
8–10 AM Online learning continues to become more popular with students, and while it can provide many benefits, some educators may have concerns about the distance creating a barrier to student engagement. However, with the right strategies, educators can overcome potential issues and encourage student participation. Explore and analyze the challenges related to engaging and motivating online learners, and discuss methods for overcoming those challenges. Learn how to apply those methods to medical assisting core content. (2 G)

Board of Trustees, Endowment Meetings: 9 AM–NOON

The Role of the Medical Assistant in Outpatient Total Joint Arthroplasty
10:30 AM–12:30 PM In a total joint arthroplasty procedure, a surgeon removes a damaged or arthritic joint and replaces it with an artificial one. More than 550,000 joint replacement procedures occur in the U.S. annually. Discover the history of total joint arthroplasty and learn how medical assistants can help provide patient education. Discuss recent Medicare billing guidelines for outpatient total joint arthroplasty. (2 GAC)

Transfusion Thresholds: Patient Blood Management for the Medical Assistant
10:30 AM–12:30 PM Patients sometimes require blood transfusions—for surgeries, injuries, diseases, or bleeding disorders. Therefore, medical assistants should be prepared and knowledgeable about patient blood management. While engaging with interactive case studies, attendees will discuss basic patient blood management, effective and ineffective methods of transfusion, and current evidence-based transfusion thresholds. Learn about bloodless medicine, massive transfusion protocols, and the process of concurrent and retrospective review. (2 C)

Should I Lead or Manage Right Now?
Continuing Education Board Practice Managers Task Force Featured Program/Roundtable
10:30 AM–12:30 PM Medical assistants are well-positioned to act as managers, leaders, or both. An understanding of the qualities and skills associated with each role can help people successfully exemplify these positions. Examine the characteristics of effective leaders and managers, and define formal and informal leadership. Explore evidenced-based strategies for medical practice team building. (1 GA)

Immunizations
1:30–3:30 PM Certain diseases have become rare thanks to the use of vaccinations. By following the recommended vaccination schedules, people can maintain their health and help others to do so as well. Navigate the Centers for Disease Control and Prevention (CDC) website, and learn how to correctly read immunization schedules, including catch-up schedules. Discuss common billing-related issues, proper use of Advance Beneficiary Notices (ABNs), and special circumstances related to vaccinations. (2 GAC)

Providing World-Class Patient Services and Workplace Etiquette
1:30–3:30 PM Medical assistants constantly work with other people: peers, other medical staff, and patients. To create a quality workplace environment and provide excellent health care, medical assistants need several essential skills. Discover five secrets to dealing with patients and several nonnegotiable standards of patient services. Explore topics of workplace etiquette, such as generational differences, and understand the difference between being patient-focused and task-focused. (2 G)

MAERB Forum
1:30–3:30 PM As the primary sponsoring organization for the Medical Assisting Education Review Board (MAERB), the AAMA hosts a session for MAERB members to discuss new and continuing accreditation projects, initiatives, and issues with directors of programs accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP). This session is also useful for MAERB surveyors, educators within CAAHEP-accredited medical assisting programs, and educators interested in applying for CAAHEP accreditation. MAERB invites program directors to share their thoughts and suggestions.

CMA (AAMA)® Knowledge Bowl
Certifying Board Featured Program
4–6 PM A vast range of knowledge is required to be an effective CMA (AAMA)®. This popular session is “infotainment” for medical assistants, as you will have fun and learn at the same time. Compete with your colleagues to see how much you know about what you do every day, or just come and cheer the teams on! (2 GAC)
Welcome and Awards Celebration

7:30–10 PM Join this opening event that welcomes attendees to the AAMA 64th Annual Conference! Add your applause for the deserving states and individuals recognized at this year’s Excel Awards. Following that, you will mix-and-mingle with your Board of Trustees and fellow attendees, enjoy some munchies, and socialize with friends, both newly formed and long-standing.

SATURDAY, SEPTEMBER 12

Registration Open: 7 AM–6 PM
Continental Breakfast: 7 AM

De-escalating Patient Agitation
8–10 AM When patients or their family members become upset, medical assistants can help de-escalate tense situations by using the power of the conscious and subconscious mind to guide agitated patients and family members into calmer states. Learn how to use neuro-linguistic programming (NLP) to build rapid rapport with patients to help put them at ease both emotionally and physically. Review techniques for staying calm under pressure. Discuss the fight-or-flight response and how to disarm the patient when necessary. (2 G)

The Sandman: Holistic and Nutritional Management of Insomnia
8–10 AM When dealing with insomnia, patients may be interested in implementing natural options. Medical assistants equipped with useful and relevant information on these topics can improve patient education. Learn natural methods for treatment. Review the root causes of insomnia and other related topics, such as restless legs, mind chatter, and frequent waking during the night. (2 GC)

Value-Based Contracts: The Future of Reimbursement

Continuing Education Board Practice Managers Task Force Featured Program
8–10 AM Services provided by physicians are traditionally paid on a fee-for-service basis: the physician provides a service, and the insurance plan pays a negotiated fee for that service. But in response to the anticipated increase in the use of services, the approach to health care is changing, and insurance companies have been moving from a fee-for-service payment model to a pay-for-performance model, or value-based contracts. Health care providers must understand how to achieve results that will place them in a position to remain financially solvent as this happens. Learn how to negotiate value-based contracts by improving the continuing care of patients and documenting diagnoses accurately and to the highest level of specificity. Explore the reduction of gaps in patient care and inappropriate utilization of services by patients. (2 A)

Orientation of Committees: Credentials, Pages & Tellers, and Reference: 9–10 AM

HOD Delegate/Alternate Orientation
10:30 AM–12:30 PM Join the Speaker and Vice Speaker of the House for an informative session that will help both newcomers and seasoned volunteers fulfill their duties as delegates and alternates. Learn the rules of the House of Delegates (HOD), the voting process, how to present a motion, and other functions of the HOD. If you have never served as a delegate or alternate before, this session is a must! If you have served, come for an invaluable refresher.

The Other End of the Stethoscope

Special General Session Featured by the Florida State Society
10:30 AM–12:30 PM Sometimes, a patient can benefit from simply hearing the words “I’m here.” Patient care can be further improved when health care professionals successfully show that they are actively present during patients’ vulnerable moments. Gain insights and strategies for excellent patient care using a foundation of compassionate communication. Develop useful terminology. Understand how to not only interpret patient and family needs with a clinical understanding of diverse cultures and experiences but also create an atmosphere of security. (2 G)

State Leaders: 1–3 PM
(This session is for state society leaders. Chapter leaders also are welcome.)

Human Trafficking: Modern-Day Slavery and a Hidden Epidemic
1–3 PM Human trafficking affects every demographic and poses a global threat. Yet, only 0.4% of victims are identified. Gain an overview of human trafficking, including contributing factors, identification, common myths, and the impact in the United States. Explore the role of college-level educators and health care professionals in education and prevention. Learn how to communicate with survivors. (2 GAC)

Know the Skin You’re In
1–3 PM As the human body’s largest organ, the skin carries a lot of weight. Not only does skin protect the body, but it also provides sensations, stores fats and water, regulates temperature, and more. Get a grasp on the normal anatomy and physiology of skin. Learn about various aspects of skin wounds, including key parameters, healing, and mechanisms. Examine options for both surgical and nonsurgical treatment of skin wounds. (2 C)

Creating Learning in the Online Environment
1–3 PM Teaching in an online environment creates challenges that are not present in a face-to-face classroom. But educators still must create meaningful experiences for the learner. Creative use of videos, audio tools, and simulations can engage learners and facilitate knowledge building. Gain tips and techniques for designing online course content that engages, motivates, and builds skills. (2 G)

From One Kidney to Another: Kidney Failure and Transplantation
3:30–5:30 PM When kidneys are damaged, they become unable to adequately perform their essential function of filtering blood and removing toxins from the body. One treatment option for patients with kidney failure is a kidney transplant, which is associated with improving patients’ quality of life. Follow the process of kidney failure to kidney transplant. Understand the fundamentals of transplant rejection and immunosuppression. Review the pre-transplant work-up process. Examine the contraindications of transplantation. (2 C)
Communication Skills for Medical Assistants: Strategies for FASD Prevention
3:30–5:30 PM Identify and practice communication skills that can aid in fetal alcohol spectrum disorders (FASDs) prevention, and study other behavioral health interventions. Based on the principles of motivational interviewing, discuss five commonly used strategies that can overcome roadblocks to communication. Explore helpful alternatives that serve as superhighways by promoting rapport, reducing resistance, and eliciting motivation from patients. Participate in and practice active learning. (2 G)

LEAP (Leaders in Education and Practice) Forum: 3:30–5:30 PM
(Educators earn professional development certificates.)

Credentials Desk Open: 5–7 PM

Gastrointestinal Issues
6–8 PM The gastrointestinal (GI) system ensures that the human body receives proper nutrients by aiding in the transportation, digestion, and absorption of food. Therefore, preventive care and proper treatments play a crucial role in maintaining health. Study approaches to such issues as GI bleeding, acid reflux, difficulty swallowing, diarrhea, constipation, and abnormal liver-related tests. Examine the importance of colorectal cancer screening and the use of fecal microbiota transplants. (2 C)

The Many Types of Child Abuse
6–8 PM Reports of child abuse exceed 3 million cases each year. Victims may have physical or psychological symptoms; thus, health care professionals must be prepared to recognize wide-ranging symptoms. Discuss the field of child abuse and define various types of abuse. Recognize physical as well as sexual abuse signs and symptoms. Get an overview of human trafficking as a form of child abuse. Learn prevention strategies that can be used during a patient encounter. (2 GAC)
SUNDAY, SEPTEMBER 13

Credentials Desk Open
6:30–7:45 AM
Continental Breakfast
7 AM
Registration Open
7:30 AM–5 PM
House of Delegates
8–9:30 AM
Meet the Candidates
9:30–11:30 AM
Publishers Showcase
11 AM–4 PM
Reference Committees:
Reports, Bylaws, Resolutions
1:30–3 PM
Credentials Desk Open
5:30–6:15 PM
House of Delegates Reconvenes
6:30–10 PM

MONDAY, SEPTEMBER 14

Registration Open: 7 AM–12:30 PM

Bald Is Beautiful: Alopecia
8–10 AM On average, a person typically sheds about 100 hairs a day. When the loss of hair rate exceeds this or becomes noticeable, however, it may be alopecia, or baldness. Raise greater awareness of baldness, specifically hair loss caused by alopecia areata or alopecia totalis. Explore strategies for educating the public and promoting healthier, less discriminatory attitudes toward people living with this condition. (2 GC)

Stop the Bleed and Save a Life
8–10 AM One of the most common causes of preventable death after a traumatic injury is uncontrolled bleeding. The help provided by an immediate responder can often make the difference between life and death, even before professional rescuers arrive. Review how to recognize and respond to life-threatening bleeding and take the appropriate steps to control the bleeding until help arrives. (2 GC)

Adult Vaccinations—A Different Perspective
10:30 AM–12:30 PM Vaccinations are an essential part of health care—even for adults. Examine the history and physiological mechanisms of vaccinations. Understand the concept of herd immunity, and discuss current ethical controversies surrounding vaccination. Learn the adult vaccination schedule, and examine the effectiveness of individual vaccines, including influenza, varicella-zoster virus, and herpes zoster. Understand additional recommendations for special populations, including pregnant women, older adults, and other high-risk individuals. Examine potential natural alternatives and complements for vaccination, and review natural mechanisms for improved immune function. (2 GC)

Should I, or Shouldn’t I? Medical Law and Ethics
10:30 AM–12:30 PM Providing quality patient care requires careful consideration of legal and ethical responsibilities and an understanding of where these concepts intersect. Examine medical ethics from historical and philosophical perspectives. Learn how to use critical-thinking skills to make practical, ethical decisions within a medical assistants’ scope of practice through a variety of real-life cases. Gain tools for critical—and ethical—thinking in daily work activities. (2 GAC)

Presidents Luncheon: 1:30–3:30 PM Usher in the new association year at this inaugural event and salute your state leaders during the Parade of Presidents.

Separate Registration Required

MAERB Workshops
The following workshops require a separate registration or application process. You can sign up for the MAERB Accreditation Workshops or apply to attend the MAERB Surveyor Training Workshop, even if you do not intend to register for the conference. Advance registration is required. For more information on the workshops, contact the Accreditation Department at at ilau@maerb.org.

MAERB Workshop Registrations include admission only to the specified workshop. This registration does not include any other conference activities or meals. Attendees must register for the conference or purchase meal tickets to participate in those activities.

SATURDAY

Accreditation Self-Study Workshop
8 AM–5 PM To register, go to the Medical Assisting Education Review Board (MAERB) website at www.maerb.org, and then go to the Educators tab for registration information. This session is limited to 50 participants.

Initial Accreditation Workshop
8 AM–5 PM To register, go to the Medical Assisting Education Review Board (MAERB) website at www.maerb.org, and then go to the Educators tab for registration information. This session is limited to 25 participants.

MONDAY

Surveyor Training Workshop
8 AM–6 PM Go to the Medical Assisting Education Review Board (MAERB) website at www.maerb.org, and then go to the Surveyors tab for registration information. This event is by invitation only.
SAVE MONEY!

Guests of the Hilton Orlando Lake Buena Vista receive a conference registration discount.

You must provide your Hilton Orlando Lake Buena Vista reservation confirmation number upon registration to receive the discount. Members of the AAMA receive preferred rates on conference registration fees. Nonmembers can qualify for member discounts by becoming an AAMA member on or before the conference registration deadline of August 11, 2020.

How to Register

Preconference registrations must be received by the AAMA by August 11, 2020. After that time, you must register on-site.

Online: Register online via the AAMA website (www.aama-ntl.org) under News & Events/Conference/Register. Registrants will be prompted to sign in or create a new website account and then be redirected to the registration page.

By Mail: Complete the attached form and mail it with payment (no purchase orders) to AAMA Conference Services, 20 N. Wacker Dr., Ste. 1575, Chicago, IL 60606. Credit card registrations may be faxed to 312/899-1259.

On-site: Payment is required at registration, as is proof of AAMA membership (if you are registering at the member rate) and your Hilton Orlando Lake Buena Vista reservation confirmation number (if you are staying at the host hotel).

If you preregister, you will receive a confirmation email after your registration has been processed. Approximately two weeks before the conference, a registration packet—including a conference program, helpful guides, and preconference newsletter—will be emailed to those who preregistered. Hard copies of the registration packets will be distributed on-site.

Registration Types

Full Registrations include admission to the continuing education (CE) sessions, Welcome and Awards Celebration, Publishers Showcase, continental breakfasts, Publishers Showcase Beverage and Dessert Break, and Presidents Luncheon.

Daily Registrations include any food functions and CE sessions offered on the day of registration.

Student Daily Registrations include any CE sessions and any scheduled meals on the day of registration. A copy of the medical assisting student’s ID (current at the time of the conference) or current AAMA student membership card must accompany student registration.

Accreditation Workshop Registrations include admission only to the specified workshop. This registration does not include any other conference activities or meals. Attendees must register for the conference or purchase meal tickets to participate in those activities.

Note: Admission to the House of Delegates is free to AAMA members, but if you are not also a conference registrant, you must obtain an admission armband from the AAMA Registration Desk.

Cancellation and Refund Policy

To cancel your registration, you must notify AAMA Conference Services in writing. Cancellations received by August 11, 2020, will be refunded minus a $40 nonrefundable administrative fee. Cancellations received August 12–September 4 will be refunded minus a $75 nonrefundable administrative fee. Absolutely no refunds will be granted after September 4, 2020.

Travel Information and Things to Do

The Hilton Orlando Lake Buena Vista is located at 1751 Hotel Plaza Boulevard, Lake Buena Vista, Florida 32830. The hotel features seven dining options on-site, and, just across the pedestrian bridge, Disney Springs offers more dining, specialty shops, and entertainment venues. Many fun options are within walking distance, including Planet Hollywood at Disney Springs, Splitsville Luxury Lanes, Aerophile Characters in Flight tethered hot air balloon, and more.

And, if you’re lucky, you can speak to Donald Duck over breakfast!

Maps, driving directions, and more local information can be found on the hotel website: https://www3.hilton.com/en/hotels/florida/hilton-orlando-lake-buena-vista-disney-springs-area-ORLDWHH/index.html. The hotel is approximately 15 miles or 25 minutes from the Orlando International Airport (MCO). Taxis cost approximately $55 one-way, and Uber is also available. For those driving, overnight parking is available for all AAMA attendees for $22 per night for self-parking or $28 per night for valet parking.

Interested in visiting Walt Disney World? We have some magical news for you: the AAMA has secured a special discount for AAMA conference attendees toward tickets for Disney parks and attractions! These discounts are for advance purchases only (online or by phone) and restrictions apply: https://www.mydisneygroup.com/aama2020.

The deadline for purchasing advance tickets is September 8, 2020. See the AAMA Conference webpage for details.

Hotel Reservations

Reservations at the Hilton Orlando Lake Buena Vista must be made on or before August 19, 2020. After that date, reservations will be taken on a space-available basis at the best available rate at that time. Reserve early, as the room block may fill up and additional rooms cannot be guaranteed. All registrations must be guaranteed with a credit card at the time of reservation. Room rates are $159 single and double occupancy, $179 for triple occupancy, and $199 for quadruple occupancy—and are subject to applicable state and local taxes (currently 12.5% and subject to change). To make reservations, go online or call the hotel:

- https://book.passkey.com/e/50064451
- 800/782-4414

If you call, tell the reservationist you are with the 2020 American Association of Medical Assistants Annual Conference to get the special group rate. The group code is AAM.
INSTRUCTIONS: (1) Review all the information. (2) From the Program Agenda, select the sessions you plan to attend (make sure times do not overlap). (3) Mark those sessions or special events below. (Seating at sessions cannot be guaranteed and is provided on a first-come, first-served basis. Early arrival is recommended.) Attendance of 90% of each session is required to earn CEU credit. If you do not have a paid conference registration covering a specific day, you are not eligible to receive CEU credit for any sessions attended that day.

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Conference registrations must be received by the AAMA by **August 11, 2020**. After that date, you must register on-site. You must provide a reservation confirmation number from the Hilton Orlando Lake Buena Vista—and book within the official AAMA room block at [https://book.passkey.com/e/50064451](https://book.passkey.com/e/50064451)—to receive the conference registration discount.

The **host hotel** is Hilton Orlando Lake Buena Vista (HOLBV). Enter the HOLBV host hotel reservation confirmation number: ______________________________________________________

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<th>HOLBV/Host Hotel Guest</th>
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<tr>
<td>AAMA Member Package</td>
<td>$350</td>
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<tr>
<td>Nonmember Package</td>
<td>475</td>
<td>575</td>
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<td>Student Rate per Day*</td>
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* If you are paying a daily rate, please check below the days you are purchasing:

- [ ] Friday, Sept. 11
- [ ] Saturday, Sept. 12
- [ ] Sunday, Sept. 13
- [ ] Monday, Sept. 14

Name: ___________________________________________ Member ID: __________________________

Vendor permission: [ ] I authorize the AAMA to provide the Publishers Showcase exhibitors with my name and contact information.

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- [ ] Check (number: ______ ) enclosed, made payable to the AAMA in the amount of $________

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Send the completed registration form with payment to:

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20 N. Wacker Dr., Ste. 1575
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**Note:** If you have any allergies that would impact your participation in the conference, such as a food allergy (including peanut, tree nut, or shellfish), please provide the AAMA with notice of such allergies. While the AAMA will use reasonable efforts to accommodate your needs, the AAMA shall not be responsible for any injuries, damages, additional costs, or losses to you as a result of any party’s—the hotel, or any conference vendor—failure to accommodate your needs.

Only those making payment by credit card may fax their registrations to AAMA at 312/899-1259. Do not mail this form if you already have faxed it in.

![AAMA Annual Conference 2020 Vision in Florida](https://example.com/cma-2020-badge-ribbons)

**Conference Tacs and Charms**

A complimentary conference lapel tac or charm will be given to each attendee as part of their registration. You will select your tac or charm on-site.

**Badge Ribbons**

Select the ribbons that are appropriate for you. These will be available on-site at the AAMA Registration Desk. Ribbons for board members, past national presidents, and Annual Conference volunteers will also be available on-site, as will ribbons for years of membership (including national life members).

**Note:** Delegates and alternates pick up their ribbons when they check in at the Credentials Desk. Ribbons for Credentials Desk volunteers, pages, and tellers will be distributed on-site.

**National Level Ribbons**

- [ ] National Strategy Team Member
- [ ] National Task Force Member
- [ ] National Committee Member

**General Attendee Ribbons**

- [ ] Educator
- [ ] Practitioner
- [ ] Student
- [ ] New CMA (AAMA)
- [ ] First-Time Attendee
- [ ] State President
- [ ] Surveyor
- [ ] CE Program Planner

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